

FESTIVAL OF LIGHTS®

Key Facts Berlin

Foundation

2005 in Berlin

Visitors

More than 2.2 Million in 2015
Incl. approx. 750.000 Hotel Bookings

Mission Statement

The FOL is a high-quality, artistic public event in the field of light art & culture.

The Stating of an entire City

The city itself is transformed into a glowing stage and the landmarks, monuments, buildings, streets and squares become stars. National and international artists, designers and creative teams tell stories, convey messages and direct focus on the special and unique. The FOL is an international marketing- and communication platform – also for festival partners of the FOL.

World Championship for Projection Mapping

The FESTIVAL OF LIGHTS World Championship is the first international competition of the best video mappers of the world. The Championship will take place in selected cities all over the world. The winners of the qualification will compete in the huge final where the World Champion will be chosen.

Artistic Light Art

Illuminations + Projections
Video Art + Video-Mappings
Light Art Installations

Events

International FESTIVAL OF LIGHTS Award
Grand Opening
Premiere Party
Music Events + Concerts
Open City
LightSeeing
FOL Show Cases



All Year Round Communication (online, offline, below the line)

Homepage | Social Media | Content Marketing | Online Marketing
Live Communication | OOH | Newspaper | Programm Brochure | Magazine
Catalogue | Photo Books | Merchandising | Incentives | International PR

Media Performance (Multi Channel-Model with Media Efficiency 180+)

Total Range 1,2 Billion worldwide in 2014
Online Range 1 Billion worldwide in 2014

2.59 M Page Views* FOL-Website	366,297 User* FOL-Website	3.13 M Views** Flickr-Account
1 M Reach* Facebook Fanpage	331,837 Views** FOL-YouTube-Channel	231,000 FOL-Videos** YouTube
153,684 Clicks** Google+ Account	41.130 Fans** Facebook Fanpage	666 Posts/hrs.* About FOL on Facebook

* during the festival month 1.10.2015 until 31.10.2015 | ** from the start

Participation Options / Patronage / Sponsoring

Title Sponsoring | Presenting | Patronage for Building Illuminations
Partnerships (e.g. live, classic, online and viral)
Media Cooperation | Event Partner | Licensee

Extensive partner integration possible!

We develop individual concepts for partner.



The Vision: Connecting the World via Light

The FESTIVAL OF LIGHTS „made in Berlin“ travels the world: apart from Berlin, the FESTIVAL OF LIGHTS or rather „Light Nights“ are taking place in selected cities. In December 2015 the „Luxembourg Light Nights“ were presented. Further events are planned.